

RECEIVED  
CENTRAL FAX CENTER  
JUL 26 2004

001

OFFICIAL

PATENT


MS131754.01/MSFTP282US

## CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9306 on the date shown below to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date:

7-26-04

  
Himanshu S. Amin

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): D. Maxwell Chickering, *et al.*

Examiner: Akiba K. Robinson Boyce

Serial No: 09/681,050

Art Unit: 3623

Filing Date: December 8, 2000

Title: DECISION THEORETIC APPROACH TO TARGETED SOLICITATION BY  
MAXIMIZING EXPECTED PROFIT INCREASES

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

## REPLY TO OFFICE ACTION DATED MAY 11, 2004

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments below.

The Commissioner is authorized to charge the fee for one new independent claim and two new dependent claims (\$122.00) to Deposit Account No. 50-1063 (Ref. MSFTP282US).